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Retailers Use Electronic Gift Certificates to Replace Paper Gift Certificate Programs

BUSINESS WIRE

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Datamark Introduces E-Gift

NORTH BRUNSWICK, N.J.--(BUSINESS WIRE)--Aug. 26, 1998--Datamark Technologies, Inc., a leading provider of electronic customer loyalty programs today announced the release of E-Gift.

E-Gift (Electronic Gift Certificate) replaces paper gift certificates with a magnetic stripe, smart card or bar code medium, virtually eliminating administrative and accounting costs associated with traditional paper gift certificates.

The program has recently been implemented in the 'real-world' by Ruth's Chris Steak House. The company rolled out the E-Gift program to 58 restaurants throughout North America and has encountered remarkable success. "Our customers and staff are pleased with the ease of use of the terminals and cost savings of E-Gift," said Thomas J. Pennison, Jr., vice president of Finance for Ruth's Chris Steak House.

The E-Gift design resembles a pre-paid phone card, in that the value for the gift certificate is automatically debited with each use. Receipts are provided to gift certificate customers with up-to-date balance information, which can be printed instantly at the point-of-sale. The technology allows for the capture of customer transaction and demographic data and offers an activation/registration feature that can be used to protect the gift certificate from loss or theft. Gift cards can be issued in any denomination and can also be reloaded. E-gift provides a powerful and accurate way for retailers to 'get to know' their customer's buying habits at the point of sale. The program will also create a sleek image, reduce paper usage, automate record keeping and save time during issuance and redemption. It also can be used as a prepaid card, which can encompass gift certificates and merchandise returns.

About Datamark

Founded in 1992, Datamark is a leading provider of electronic customer loyalty and electronic gift certificate programs. Datamark's programs utilize smart card, magnetic stripe, and bar code technology to reward loyal customers and capture non-financial customer data and transaction histories. Datamark has completed programs for industry leaders in travel, retail, restaurant, hotel, oil & gas and telecommunications. For more information on Datamark, visit <http://www.datamarktech.com>.

E-Gift is a trademark of Datamark Technologies, Inc. All other trademarks are the property of their respective owners

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